

Abstract

A method and system is disclosed for enabling advertisers to pay only qualified people for receiving messages. The system presents online forms and a database that enable advertisers to specify qualifications, post payment offers, and transact payments. It also presents forms, or their voice equivalents, that enable recipients to find and accept the payment offers. The system can also enable recipients to be exposed to the messages. The system utilizes the EV payment method to efficiently pay a recipient and efficiently verify her qualifications. In this method, a recipient is paid an expected payment. The recipient collects an *actual payoff* only upon winning an EV payment bet *and* upon passing an inspection process to verify her qualifications. A losing recipient is not owed a payoff and does *not* have her qualifications inspected. In other words, a recipient's qualifications are verified through random audit where she is selected only if she wins an EV payment bet. Thus, the system executes EV payment bets and incorporates an inspection process to verify the qualifications of recipients who win the bets, and authorize payment to qualified winners.